

CRM Vs. ERP: What are the key major difference?

There are two both important IT Business system which has the same history that aims to increase efficiency, and streamlining company's business processes, inturn increase overall profitability of the company. Some of their functionalities are same in some cases but the core features are widely different. So, Customer Relationship Management and Enterprise Resource Planning are to be considered as separate, standalone systems.

What is CRM?

CRM as the name indicates it helps to manage information related to customer interactions of businesses. This acts as a interface between business and customer interact. CRM systems can create sales projections, work on sales funnel to nurture the prospect, communication history, invoices etc. CRM helps to increase sales, accuracy and security to the customer data. Customer are treated as a main factor here, it maintains all customer related activities which gives good relationship with them.

Features of CRM System:

- Manage, automate marketing campaigns
- Check patterns of purchase
- High quality and timely customer support
- Check and remove redundant tasks
- Get to know more about new and existing leads
- Streamline every sales process.

What is ERP

Enterprise Resource Planning software helps to manage and streamline the internal resources. It manages a entire business cycle through automation and reducing the manual process. Rather it may be a small or large organization using ERP can maintain the data consolidated, manageable and accessible from supply chain to the warehouse and finally for accounting and finance.

Features of ERP System:

- Get notified with alerts about issues
- Track manufacturing and supply chains
- Real time business process information
- Manage hiring, payroll, employee information
- Process orders and update accounts
- Create more strategies easily

The differences between ERP and CRM

Business needs both CRM and ERP as its uses are parallel. To find the difference here we are some

ERP Software mainly concentrate on company's overall process like streamlining workflows which inturn reduce the cost and time of a resource to run manually

CRM Software helps to increase the sales efficiency, conversion which increases profit to the company. Customer relationship is more important for the growth of any business, so this plays a ultimate role.

ERP vs. CRM: Which system should you choose?

CRM and ERP work hand in hand. ERP is the internal functions, CRM is mainly relates on clients. It is always depends on the area of the business which will be easily understood by experts in Migrow Solutions. We discuss and get you the best CRM or ERP or Salesforce software as per your requirement. Ring us now to have a deep discussion to grow your business to next level